



IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Inventor: Todd J. McGuire  
Assignee: Blue Compass, Inc. Attorney Docket No.: 5266.02  
Application No.: 09/ 909,617 Filing Date: July 20, 2001  
Title: SYSTEM AND METHOD FOR VISUALIZING USER ACTIVITY

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**POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST**

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Commissioner for Patents  
Washington, D.C. 20231

As assignee of record of the entire interest of the above-identified application, the attorneys identified with Dorsey & Whitney LLP, Customer No. 20686, are hereby appointed to prosecute and transact all business in the U.S. Patent and Trademark Office connected therewith.

Please address all future correspondence to:

John T. Kennedy  
Dorsey & Whitney LLP  
Customer No. 20686

The assignment was recorded in the Assignment Branch of the U.S. Patent & Trademark Office on \_\_\_\_\_ at Reel/Frame \_\_\_\_\_ / \_\_\_\_\_.

Name: John T. Kennedy  
Title: Chief Executive Officer  
Company: Blue Compass, Inc.  
Address: 999 18<sup>th</sup> Street, Suite 801  
Denver, CO 80202

Date: July 30, 2001

**ASSIGNMENT**

WHEREAS, I, Todd J. McGuire of 9662 So. Tomassville Circle, Highlands Ranch, Colorado 80130, have invented certain new and useful improvements in a SYSTEM AND METHOD FOR VISUALIZING USER ACTIVITY, for which an application for Letters Patent of the United States has been made, which may be identified in the United States Patent Office by Serial No. 09/909,617 filed July 20, 2001; and

WHEREAS, Blue Compass, Inc., a corporation organized and existing under the laws of the State of Colorado, and having its principal offices at 999 18<sup>th</sup> Street, Suite 801, Denver, Colorado 80202, (the "Assignee"), is desirous of acquiring the entire right, title and interest in and to said invention, said application and in, to and under any and all Letters Patent to be obtained therefor;

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration to us in hand paid by said Assignee, the receipt of which is hereby acknowledged, I have sold, assigned and transferred, and by these presents do hereby sell, assign and transfer unto the Assignee, its successors and assigns, my entire right, title and interest in and to said invention, said application, all divisions, continuations, continuations-in-part, reissues, or renewals thereof, and the Letters Patent, both foreign and domestic, that may or shall issue therefrom, including all reissues or extensions of such patents including all of my rights under the International Convention (collectively "the Patent Rights"), and we do hereby authorize and request the Commissioner of Patents to issue said Letters Patent to the Assignee in accordance herewith.

We further authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent, in its own name if desired, in any and all foreign countries, and additionally to claim the filing date of said United States application and/or otherwise take advantage of the provisions of the International Convention.

Upon such consideration, I do hereby covenant and agree with Assignee, its successors and assigns, that I will not execute in writing or do any act whatsoever conflicting with these presents, and that I or my executors or administrators will at any time upon request, without further or additional consideration, but at the expense of the said Assignee, its successors and assigns, execute such additional writings and do such additional acts as Assignee, its successors and assigns, may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, continuation, continuation-in-part, divisional, reissued or extended Letters Patent of the United States, or of any and all foreign countries on said invention, and in enforcing any rights occurring as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents.

In Witness Whereof, I have hereunto set my hand and affixed my seal on the date indicated below.

  
Todd J. McGuire

STATE OF COLORADO )  
COUNTY OF Denver) ss

Before me personally appeared Todd J. McGuire, who acknowledged the foregoing instrument to be a free act and deed and also represented that he is authorized to execute the same this 30th day of July, 2001

My Commission Expires 9-23-02.

Carey Tanner  
(Notary Public)  
7373 E. Iowa Ave #1094  
Denver, CO 80231

[Seal]